

**GOVERNMENT OF TELANGANA  
ABSTRACT**

ITE&C Department – IMAGE (Animation & Gaming) Policy - Incentives - Sanction and Release of Lease Rental Subsidy for an amount of Rs.5,00,000/- (Rupees Five Lakhs only) in favour of M/s.Green Gold Animation Private Limited, Hyderabad for the second year 2017-18 - Orders - Issued.

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**INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS (Promotions)  
DEPARTMENT**

**G.O.Rt.No. 35**

**Dated: 19-01-2019  
Read the following:**

1. IMAGE Policy issued vide G.O.Ms.No.03, ITE&C Dept, dt:06.04.2017.
2. Application dt:17.01.2017 of M/s.Green Gold Animation Private Limited, Hyderabad.
3. Minutes of the 10<sup>th</sup> CCITI meeting held on dt:10.02.2017.
4. G.O.Rt.No.04, ITE&C (Promotions) Department dt:07.03.2017.
5. Application dt:06.06.2018 of M/s.Green Gold Animation Private Limited, Hyderabad.
6. Minutes of the 4<sup>th</sup> CCAVCGI meeting held on 26.07.2018.
7. G.O.Rt.No.1625, Finance (EBS.I) Department dt:17.12.2018.
8. U.O.Note.No.87517/ITE&C/Budget/2018, ITE&C Dept, dt:17.12.2018.

**ORDER:**

Government in the IMAGE Policy vide reference 1<sup>st</sup> read above have ordered for provision of certain incentives to the eligible Animation, Visual Effects, Comics and Gaming (AVCG) Industries in order to ensure overall development of AVCG Industry in the State.

2. In pursuance of the said Policy, M/s.Green Gold Animation Private Limited, Hyderabad vide reference 5<sup>th</sup> read above has submitted an application for reimbursement of lease rental subsidy incentive for the second year 2017-18. The company has taken space on lease/rent for undertaking Animation activity at Banjara Hills, Madhapur and Gachibowli.

3. The lease rental subsidy for the first year 2016-17 was released to M/s.Green Gold Animation Private Limited, Hyderabad vide reference 4<sup>th</sup> read above.

4. As per IMAGE Policy, AVCG Industry would be eligible for reimbursement of 25% subsidy on lease rentals up to Rs.5 lakhs per annum maximum up to a period of three years.

5. The total lease rental paid by the company for the period April 2017 - March 2018 is Rs.1,61,70,154/-. 25% of the amount comes to Rs.40,42,538/-. But the limit is Rs.5 lakhs only. Hence, the company is eligible for reimbursement of Lease rentals limited to Rs.5 lakhs only.

6. The 4<sup>th</sup> CCAVCGI vide reference 6<sup>th</sup> read above recommended that M/s.Green Gold Animation Private Limited, Hyderabad is eligible for reimbursement of lease rental subsidy limited to Rs.5 lakhs only.

7. In the G.O. reference 7<sup>th</sup> read above, the Finance Department has released BRO to ITE&C Dept for the balance of 1<sup>st</sup> quarter and 2<sup>nd</sup> quarter from the BE Provision 2018-19 under the Head of Account:330 - Subsidies for an amount of Rs.1,75,00,000/-.

8. Taking into consideration the recommendations of CCAVCGI vide reference 6<sup>th</sup> read above, Government after careful consideration, hereby sanction and release an amount of Rs.5,00,000/- (Rupees Five Lakhs only) in favour of M/s.Green Gold Animation Private Limited, Hyderabad towards Lease Rental Subsidy for the second year 2017-18.

9. The amount sanctioned in Para.8 above shall be debited to the following Head of Account:

3451	: Secretariat Economic Services
MH 090	: Secretariat
GH (11)	: Normal State Plan
SH (22)	: ITE&C Department
330	: Subsidies

10. The Assistant Secretary to Government & D.D.O., ITE&C Department shall draw the amount of Rs.5,00,000/- (Rupees Five Lakhs only) sanctioned in Para.8 above and arrange for payment after duly applying the TDS in favour of M/s.Green Gold Animation Private Limited, Hyderabad.

11. M/s.Green Gold Animation Private Limited, Hyderabad shall submit advance stamped receipt for Rs.5,00,000/- (Rupees Five Lakhs only) to this Department in duplicate.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**JAYESH RANJAN**  
**PRINCIPAL SECRETARY TO GOVERNMENT**

To  
M/s.Green Gold Animation Private Limited, The Platina, 11<sup>th</sup> floor, A-Block, Kondapur Road,  
APHB, Gachibowli, Hyderabad.  
The Accountant General (Audit), Telangana, Hyderabad  
The Accountant General (A&E), Telangana, Hyderabad  
The Director of Treasuries and Accounts, Telangana, Hyderabad  
The District Treasury Officer, Urban, Hyderabad  
The Pay and Accounts Officer, Telangana, Hyderabad  
The Resident Audit Officer O/o Pay and Accounts Officer, Telangana, Hyderabad  
The Assistant Secretary to Government & DDO, ITE&C Department

Copy to:  
Fin. (EBS.I) Department  
SF/Spare

// FORWARDED : : BY ORDER //

**SECTION OFFICER**